MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMR 2044 PROMOTIONAL MARKETING

(All sections / Groups)

24 OCTOBER 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This Question paper consists of 4 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.

   Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS (50 MARKS)
INSTRUCTION: ANSWER ALL TWO QUESTIONS

You had received information about an event, The Innovation Forum Kuala Lumpur 2018 (IFKL2018). This event is organized by the University of Malaya, in collaboration with the Innovation Forum, a global network for aspiring health care entrepreneurs. IFKL2018 aims to provide a common platform to bring together key stakeholders in Malaysia required for a successful translation of medical technology from bench to bedside. IFKL2018 is also organising the IFKL2018 Healthcare Business Idea Competition for innovators to participate in. The detail of the event is stated below.

IFKL2018 Healthcare Business Idea Competition. The IFKL2018 Healthcare Business Idea Competition offers great opportunities to innovators in capitalizing their ideas in proposing innovation in healthcare sector and then get engaged with innovation networks to take your idea to the next level!

Trends of personal medicine and retail as well as consumer-driven healthcare has driven value chain changes in the healthcare sector. This business competition will offer innovators for attending the training boot camp followed by individual coaching to finalise the complete business plan for the final competition on 22th September 2018 in University of Malaya, Kuala Lumpur.

IFKL2018 Healthcare Business Idea Competition Participation & Eligibility

1. An eligible team is composed of between 2-3 members.
2. Member of a team cannot join another team.
3. A team must have at least one (1) Malaysian in the team.
4. Team members must be studying or working in a tertiary higher education institution in Malaysia.
5. Teams must have genuine and novel scientific ideas and interested in healthcare innovation that has significant impact on improving wellbeing.
6. Teams must submit your initial ideas in executive summary 1-2 pages to the organising committee.

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INNOVATION FORUM
KL 2018
Innovation FORUM
PRIMANEXUS LEADING THE CONNECTION
UNIVERSITY OF MALAYA
HEALTHCARE BUSINESS
IDEAS COMPETITION
22nd SEPTEMBER
2018
UNIVERSITY MALAYA
KUALA LUMPUR
CALLING ALL
INNOVATORS!
DO YOU HAVE INNOVATIVE IDEAS TO IMPROVE HEALTHCARE SECTOR?
TURN YOUR IDEAS INTO BUSINESS OPPORTUNITY, PROMOTE IT!
LET'S PITCH YOUR BUSINESS IDEAS AT INNOVATION FORUM KL 2018!
WHO SHOULD PARTICIPATE & ELIGIBILITY
An eligible team is composed of between two-three members.
Member of a team cannot join another team.
At least one (1) Malaysian in a team.
Must be studying or working in a tertiary higher education institution in Malaysia.
Have genuine and novel scientific ideas and interested in healthcare innovation that has significant impact on improving wellbeing.
Submit your initial ideas in executive summary 1-2 pages.
Incomplete submission will be rejected.
PRIZE TO BE
WON!
1st PRIZE RM 5,000
+ CERTIFICATE
2nd PRIZE RM 3,000
+ CERTIFICATE
3rd PRIZE RM 1,000
+ CERTIFICATE
REGISTRATION FEE
RM50 PER TEAM

Figure 1

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Advertising Objective:
To promote participation of students in **IFKL2018 Healthcare Business Idea Competition.**

Target Market:
Delta's year students who are graduating from MMU, age 21-24.
These students will start their first job and need state-of-the-art knowledge in every aspect of gaining market intelligence.

Selling Idea:
To motivate students to participate in the healthcare business ideas competition.

Media Consideration
Printed advertisements only.

QUESTION 1

You are required to design a creative printed advertisement to fulfill the advertising objective by sketching your printed advertisement on a A4-sized plain sheet.

The sketch printed advertisement must include new and inspiring messages that motivate students to respond to the advertisement and can get through all the clutters and in the same time reserve the requirements of five ad structures (promise of benefit; spelling out of benefit; amplification of story; proof of claim; and action to take).

[Total: 25 marks]

QUESTION 2

a) Consumer buying decision-making process consists of 5 stages. Which **TWO (2)** stages are the most important to Integrated marketing communications.
(10 marks)

b) Discuss **FIVE (5)** new trends in shaping consumer buying environment.
(15 marks)

[Total: 25 marks]

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SECTION B: ESSAY QUESTIONS (50 MARKS)
INSTRUCTION: ANSWER ANY TWO (2) QUESTIONS

QUESTION 3

In the world of marketing management, creating a powerful brand has emerged as a key ingredient in the long-term success of a company. There are several ways in which names and brands appear. The term used to identify an entire company is the corporate name, which may or may not be the brand. For example, Procter & Gamble (P&G) is a corporate name that is not assigned to any product.

a) Explain **THREE (3)** major types of brands. Support your answer with an example for each.

(15 Marks)

b) Describe **THREE (3)** forms of Co-branding.

(10 marks)
[Total: 25 marks]

QUESTION 4

Advertisers have seven different types of appeals they can use. The type of appeal chosen should be based on the creative brief and the objectives of the ad campaign.

Describe **FIVE (5)** types of advertising appeals.

[Total: 25 marks]

QUESTION 5

There are several principles for designing creative and effective advertisements which can help marketers to persuade customers.

Describe **FIVE (5)** basic advertisement design principles.

[Total: 25 marks]

End of Page.